CONSUMER PROFILE AND BUYING PREFERENCE FOR TELEVISION

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BY

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A C K N O W L E D G E M E N T

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INTRODUCTION

Television transmission in India was started on an experimental basis nearly 17 years ago. At the time of introducing the television transmission, the area it covered was Delhi and the region around it.

Television was introduced in Bombay region nearly 9 years ago and subsequently Poona was made a relay station.

An independent television station for the purpose of transmission was set up in Amritsar mainly due to counter the propaganda made by the neighbouring country through their Lahore station. Programmes for Amritsar were produced in Delhi station studio as Amritsar did not have an independent studio of its own.

At present the area covered under the Indian T.V. broadcast is nearly 0.1 million square Km. and the demand for commercial T.V receivers has acquired gigantic proportions.

The earliest commercial TV receiver to be introduced in the Indian Market were JK and Telerad, and soon a fairly large number of brands followed bringing with them the inevitable and unavoidable element of competition. This in turn has created a dilemma for the prospective customer of a commercial TV Set with a problem of choice when it comes to making the actual purchase of a set.

In all cases, the prospective customer would choose that brand of set which he perceives to be the best. The buying pattern would incorporate several variables like his needs, preferences, beliefs, impressions etc. If this situation is analysed from the view point of a seller, it can be seen that the seller is ridden with the Herculean problem of exploring the needs, preferences, impressions, beliefs etc. registered in the mind of a prospective customer of a TV set.

Theoretically speaking if a manufacturer were to be able to satiate each of the buyers needs and preferences, he would end up selling all the sets manufactured. In practice such a proposition viz. manufacturing each set according to the specification of each buyer is out of question and utterly impractical.

The reccurse lies in identifying the needs and preferences of the buyers' population as a whole. Population here implies the group of people that would go in for a purchase of a TV set.

It would be easier and economical for the manufacturer to identify the needs and preferences of the population by conducting a market research exercise. This excereise would enable the manufacturer to know what the typical buyer prefers with regards to the various attributes of a TV set, such as finish, colour, size etc. and to explore the rationale that underlied the process of his purchase.

The manufacturers task will further reduce if he were to arrive at a correlation between the ownership of various consumer durables and that of TV sets and to categorize the customer according to their income levels, readership patterns etc.

This excercise was conducted in the form of a market research and the following report exposes the objectives, illustrates the methodology, attempts to establish the correlation and to plot the consumer profile with regard to the choices and needs of a TV user/prospective customer.

OBJECTIVES

The present assignment was undertaken for the purpose of studying the following aspects of Commercial TV owners.

(i) To establish a correlation between the Ownership of a TV and that of other consumer durables.

(ii) To plot the consumer profile comprising of

(a) Choices as regards the finish, version etc.

(b) Preference as regards the service conditions etc.

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METHODOLOGY

The present field work was undertaken as an attempt to throw light on the preferences of Television owners and to establish a correlation between the owner-ship of TV and that of other consumer durables.

The sample of TV owners chosen for this purpose includes the prospective buyers in the proportion given in one of the annexures attached to this report. This study was divided in three phases depending upon the type of work involved therein.

The first phase constituted compilation of the questionnaire incorporating all the questions, leading to the collection of required data. Some of the data regarding the preference habits needed to be probed. The probing part had to be hand-led with care and foresight.

Some indirect questions were introduced in the questionnaire to enable the establishment of the rapport, which is of great importance here.

The order in which the questions appeared was not of prune importance because the interviews to be conducted were to be of"direct type". However the questionnaire was stream-lined to facilitate the case of compilation at a later stage.

The second phase comprised of the actual field work in the respective region. The area under TV broadcast was divided into 2 regions, Delhi and Aligarh.

In each region a master list of dealers was prepared and on the basis of convenience sampling some of the dealers were chosen from whom the names and addresses of the customers were secured. These addresses were then pooled according to the locality they belonged, for the case of reaching them. In due course, the households were interviewed and classified as TV owner group. The other group included the prospective customer, and the prospective customers were mostly interviewed in the show rooms.

The opinions expressed were not coherent at times and they had to be classified on the spot itself during the " direct interview". In some cases the respondents showed antagonistic temperament and to get over it part of the questionnaire had to be bypassed in order to maintain a smooth flow. The classified tally of the respondents has been attached in one of the annexures.

The third and final phase of the research assignment comprised of compilation and classification of the data followed by processing and tabulating of the same. The analysis work that succeeded was an attempt at inferring some meaningful information out of the data.

A N A L Y S I S

The countless bits of data gathered during the field--work had to be classified and processed. Various classes thus made have been entered in the form of tables and These tables are to be referred to when such a mention is made in the chapter on interpretation.

OWNERSHIP (Ref. Table -1):

It can be inferred from the data that out of five TV owners chosen at simple random, four have refrigerators in their households; Approximately half the number of TV Owners have Telephones and nearly 50% of TV owners also own a tape recorder. As for the owner-ships of stereo-system, scooter, car, air cooler, air conditioner, these *are owned by more than a quarter of the population sample.*

The correlation in the case of telephone or sc-ooter may not be unbiased due to the waiting list of prospective owners/ buyer of these durables.

PREFERENCE For T.V. SET (Ref. Table-2):

In the majority of cases the TV Owner is an owner of two or more other consumer durables such as telephone, refrigera- tor, tape recorder, car, scooter, air-cooler, air-conditioner. This finding can be of great help in "searching" a prospective buyer in a new market. This is a confirmation of the fact that

TABLE - 1

OWNERSHIP

Region	Total Respondents.	Telephone.	Refrigerator	Tape Recorder	Stereo	Car	Scooter	Air-cooler or Air-conditioner
Delhi	114	54 (47%)	98 (86%)	66 (58%)	40 (35%)	50 (44%)	45 (39%)	76 (67%)
Aligarh	61	20 (33%)	50 (82%)	25 (41%)	10 (16%)	11 (18%)	39 (64%)	26 (43%)
Total	175	74 (42%)	148 (85%)	91 (52%)	50 (28%)	61 (35%)	84 (48%)	102 (58%)

TABLE - 2

PREFERENCE FOR TV SET

Region And Respondents Total	No. of Respondents with first Preference for TV Set.	2nd	3rd	4th	5th	6th & Above
Delhi 107	2(2%)	11 (10%)	16 (15%)	32 (36%)	23(21%)	16((15%)
Aligarh 35	2(6%)	4 (11%)	11 (31%)	12 (34%)	6 (17%)	---
Total 142	4 (3%)	15 (10%)	27 (19%)	51 (36%)	29 (20%)	16 (11%)

practically all the households with a TV set now fall in the category of higher middle class or upper class of the society.

There were some exceptions too as in some households TV was the first consumer durable that had been purchased. The reason behind such buying pattern was traced to the psychology of the individual wherein ownership of a TV set was towards an identification with a "class" and for the " snob value" or "status symbol" it offered.

Apart from that it was discovered that concessional prices and convenient payment faciltties offered by the TV sellers played an important role, because such facilties are not provided in case of purchase of other consumer durables.

REASONS FOR BUYING (Ref. Table-3):

Prior to purchasing a TV set, the buyer is faced with the problem of selecting a set and since the invest-ment to be made is for once in a life time, the choice has to be based upon serious deliberation and sound decisions. To overcome this major part of the hurdle, the prospective buyer generally relies upon the advice of his friends to a great extent and even on the recommendation of the dealer on whom the buyer may have confidence and considers him to be reliable. 75% of the prospective buyers make their decision on the basis of the advice given by their friends and dealers. The other major factor to

T A B L E - 3

REASONS FOR BUYING

Region And Respondents Total	Low Price	Reputation of the Brand or Firm	Friends Advice/ Dealers Advice	Availability	After-Sale Service	Clear Picture
Delhi 146	7(5%)	41(28%)	108(74%)	1(-)	36(25%)	81(56%)
Aligarh 44	1(2%)	2(4%)	33(75%)	3(7%)	5(11%)	19(43%)
TOTAL 190	8(4%)	43(23%)	141(74%)	4(2%)	41(21%)	100(53%)

T A B L E - 4

OTHER T.V. CONSIDERED

Region and Respondents Total	Telerad	Televista	J.K.	Standard	Weston	None
Delhi 161	36 (22%)	26 (16%)	14 (9%)	12 (7%)	11 (7%)	36 (22%)
Aligarh 43	12 (28%)	13 (30%)	12 (28%)	5 (12%)	9 (21%)	9 (21%)
Total 204	48 (23%)	39 (19%)	26 (13%)	17 (8%)	20 (10%)	45 (22%)

decide the choice is the reputation of the brand as well as of the firm (23%).

Once the choice has been finalised because of the proven reliability of the brand, the buyer then refuses to get blinded by all the tall claims made by the manufacturers of the various brands and no amount of trumpeteering done by these manufacturers will sway him away from his decision.

The other reason cited for making the final choice for the purchase of a particular brand is, good after sales service (22%). Less pri-ce and availability at the nearest outlet are rarely the factors that decide the purchase of a certain brand.

A TV set which has established a reputation of reliable performance and picture clarity amongst the people through a word of mouth need not indulge in spreading an elaborate distribution net-work with the intention of reaching larger number of customers. It is true that the manufacturer of a new brand in market has no control over the process of spreading the reputation around. The way to achieve that is by ensuring the consistent standard performance of his brand through stricter quality control and better servicing facilities through establishing an efficient service organisation.

OTHER TV'S CONSIDERED (Ref. Table - 4):

A manufacturer stands to gain a lot by learning of the choice brands other than the one purchased by the T.V. user. T.V. Industry is highly competitive in India and a brand would get a considerable boost in its sales figure if it establishes an edge over the other brands e.g. Telerad and Televista in Delhi and Aligarh region by virtue of their unique all solid state feature have managed an edge over their competitors. Their reputation has been travelling far and wide through the word of mouth. The voices of contended customers could be heard booming around.

Through their long and intense advertising campaigns, manufacturers like JK and Weston have managed to bring about awareness among the customers in Delhi and Aligarh region.

In general it can be inferred that nearly one fourth of TV users consider each of Televista and Telerad televisions while deciding on the brand of purchase.

Nearly 22 % of TV users do not consider any brand at all. They get influenced by experience backed opinions of their friends. This 'large' segment of people could be 'polarized' and 'captured" by keeping consistent high quality and easy to reach servicing facility.

VERSION PREFERRED (Ref. Table - 5):

TV set housed in a cabinet is preferred by nearly 38% of the people and the table version is sought after by 26%. The preference for the cabinet has its roots in the tendency of the people to look at TV as a pie-ce of furniture. The preference for the cabinet varies in types: Those with doors/shutters, Those with doors/shutters and legs, the table version is preferred for its simple looks as well as its low price. 36% of TV owners prefer their sets mounted on a stand which is either metallic or wooden. Nearly half the number of TV users purchase a screen which is a blue acrylic thin sheet mounted before the picture tube. The "screen" comes in various types of shapes beside the conventional type, such as the gelatinous types available in blue or brown shades. JK brand of TV sets offer a built in tri-colour screen. The stripes of various shades run along the length of the picture tube face. A negligible proportion of people get their cabinet done on their own to suit their taste and the main reason is the decor of their drawing room.

FINISH PREFERRED (Ref. Table -6):

Majority of TV owners prefer their TV set with a wooden finish (66%). Decolam comes second with a poor 27% even though it is scratch proof and facilitates cleansing. Moreover decolam finish with woodgrain appearance renders it a glossy look and a much sought wooden appearance. Plastic finish is preferred by a meagre 7% only.

T A B L E - 5

VERSION PREFERED

Region and Respondents Total	Table	Stand	Cabinet	Screen
Delhi - 133	28(21%)	59(44%)	46(35%)	37(28%)
Aligarh- 51	20(39%)	7(14%)	24(47%)	38(75%)
Total - 184	48(26%)	66(36%)	70(38%)	75(41%)

T A B L E - 6

FINISH PREFERED

Region and Respondents	Total	Wood	Platic	Decolam
Delhi	110	77(70%)	6(5%)	27(25%)
Aligarh	64	38(59%)	6(9%)	20(31%)
Total	174	115(66%)	12(7%)	47(27%)

SMALL SET PREFERRED (Ref. Table - 7):

When the respondents were queried how they would welcome a 12"/ 16" TV set at around Rs. 2500/-, the response was rather discouraging only 12% put their preference for it and others declined the "offer". The disinclination for such a small set was because of its "small look" (41%). Unsuitability of such a set in their large rooms (16%).

Those who preferred it, they did so because of less pri-ce and portability. Those who already had a normal size TV set, in general perceived a suitability of a smaller TV set for their bed-rooms or in any other room if at all such sets were to be purchased.

The low percentage of preference for such sets is deceptive, the roots of which lie in the category of people chosen for the interview . The sample for the present survey constituted of the TV Owners and prospective customers who had already gone into (or were about to go into) the purchase of normal size TV sets. For them, the lower price would not prove to be a motivation to bring about the purchase of a smaller TV set. The potential demand for these smaller TV versions lies amongst the stratum of those people who have not had the privilege of owing a TV set till now. They would not mind in

TABLE - 7

PREFERENCE FROM A SMALL SIZE (12"/16") SET

Region And Respon-dents Total	Yes	Reason: Port-able	Less Price	Bett-er	Per-for-man-ce	No	Reason: Small Pic-ture	Bad Per-for-mance	Room Size (Big)
Delhi 104	8 (8%)	4 (4%)	1	-	-	96 (92%)	56 (54%)	- -	25 (24%)
Aligarh 51	10 (20%)	4 (8%)	3 (6%)	1 -		41 (80%)	7 (14%)	- -	- -
Total 155	18 (12%)	8 (5%)	4 (3%)	1		137 (88%)	63 (41%)	- -	25 (16%)

TABLE - 8

AWARENESS OF UNIQUE SELLING PROPOSITIONS (USP'S)

Region And Respon-detns Total	Aware of USP'S	Reason: All Solid State	Modular Constru-ction	Good Sound	Low Power Consump-tion	Multi-Channel
Delhi-106	36(34%)	4(4%)	-	25(23%)	23(22%)	38(36%)
Aligarh 41	19(46%)	8(10%)	6(15%)	13(32%)	3(7%)	10(24%)
Total 147	55(37%)	12(8%)	6(4%)	38(26%)	26(18%)	48(33%)

viewing a smaller picture if the market price is within their reach. This category of people has fallen out of the sample chosen for this survey and hence the reason.

<u>AWARENESS OF UNIQUE SELLING PROPOSITIONS</u> (Ref. Table-8):

The unique selling proposition enable the manufacturer cash on the differentiated look of his goods in a competitige market. The seller makes a mention of the USP's through various advertising medias in his campaigns. How far the typical individual retains the message determines the efficiency of advertising campaign of certain brand.

Among the TV Owners interviewed in Delhi, Aligarh region, it was found that 37% were aware of the USP's.

The feature in this region that has engraved the deepest in the respondents mind is the multichannel one(33%). This is mainly based on rumours partly for which the various manufacturers and dealers are responsible. The rumours rampant in this region is about the kind of multichannel benefits SITE programmes would offer and the number of channels the Delhi TV station would soon have within the next 2-3 years. The awareness of multichannel feature in the presence of these rumours fills the preference of a typical prospective buyer to buy a set with a built in multichannel feature or at least with some provision for it.

T A B L E - 9

RECOMMENDATION OF THE BRAND OTHER THAN THE ONE OWNED

Region And Respon--dents	Total	Those who do not Recomm--end the same Brand	Reason			
			Bad Per-formance	Bad Servic--ing	Others	No Comment
Delhi	105	18(17%)	9(8%)	7(7%)	1	7(7%)
Aligarh	30	9(30%)	6(20%	3(10%)	2(7%)	5(17%)
Total	135	27(20%)	15(11%)	10(7%)	3(2%)	12(9%)

T A B L E - 10

HOW SOON THE FIRST FAULT DEVELOPED

Region And Respon--dents	Less Than 2 weeks	2 Weeks to 1 Month	1Month to 3 Months	3Months to 6 Months	6Months to 1 Year	Not till Then	More Than a Year
Delhi 100	14(14%)	34(34%)	24(24%)	7(7%)	8(8%)	9(9%)	4
Aligarh 39	5(13%)	7(18%)	8(20%)	3(8%)	2(5%)	14(36%)	
Total 139	19(14%)	41(29%)	32(23%)	10(7%)	10(7%)	23(16%)	4(3%)

RECOMMENDATION (Ref. Table - 9):

Although the feeling of over-all satisfaction of their acquisition is recorded, but 20% of the TV owner population show their disgruntlement by stating that they would not at all recommend the same set they own. The reasons cited for this negative attitude is due to the bad performance (11%) as well as bad servicing conditions (7%). This "bad performance" could be put to a lower limit if the servicing conditions are improved because it would be worthwhile to the dealer/manufacturer to see to it that any fault which has developed, be rectified as soon as possible so as not to irritate the owner and retain his goodwill.

ABOUT THE FIRST FAULT (Ref. Table -10):

It was found that a fault (29%) generally developed in the first two weeks after the new set has been purchased. This dwindles over the months and by the end of 6 months (7%) it becomes negligible. This finding conforms with the "theory of stablisation" applicable to all solid state electronic equipment.

PREFERENCE BETWEEN LICENCED SERVICEMEN AND MANUFACTURERS MEN (Ref. Table -11)

It is a general tendency to trust the manufacturer to carry out the servicing aspects of one's own TV set. This

TABLE - 11

PREFERENCE BETWEEN SERVICING DONE BY LICENCED SERVICE MEN AND MANUFACTURER'S MEN

Region And Respon--dents Total	Licenced Service-Men	Reason: Acce-sible	Reason: Prompt	Manu-fact-urers Men	Reason: Reli-able	Reason: Prompt	Un-decid ed
Delhi 106	15(14%)	2(2%)	2(2%)	83(78%)	7(7%)	-	8(8%)
Aligarh 50	12(24%)	4(8%)	5(10%)	29(58%)	13(26%)	3(6%)	10(20%)
Total 156	27(17%)	6(4%)	7(4%)	112(72%)	20(13%)	3(2%)	18(11%)

TABLE - 12

SERVICE SO FAR HAS BEEN

Region And Respon--dents Total	Prompt	Delayed	Satis-factory	Un-satis-factory	Over-charg-ed	Fairly charg-ed	No fault Develop-ed Then
Delhi 106	62 (58%)	16 (15%)	60 (56.6%)	18 (16.9%)	5 (4.7%)	10 (9.4%)	28 (26.4%)
Aligarh 38	30 (79%)	9 (24%)	33 (87%)	4 (10%)	1 (-)	2 (5%)	- -
Total 144	92 (64%)	25 (17%)	93 (64%)	22 (15%)	6 (4%)	12 (8%)	28 (19%)

is prevalent among the TV Users (72%). The respondents firmly believe that the service rendered by the manufacturer is reliable and competent. The percentage for promptness in servicing is negligible.

The reason put forward in support of service rendered by the licenced servicemen is that they are accessible and prompt (4%).

Therefore any attempt on the part of the manufacturer to assign after sales service responsibility to any other party other than themselves is likely to face adverse response. In such case the TV Owners would need to be educated.

SERVICE SO FAR (Ref. Table - 12):

The respondents were asked to categorize the service rendered to them in six classes. Majority of TV Owners were of the general opinion that the service rendered to them was prompt (58%) and satisfactory (57%). It could be inferred that service charges are not considered because barely 5% complained of being overcharged as compared to 9% who voiced their satisfaction at the charge being fair.

PREFERENCE BETWEEN SERVICE CONTRACT AND PER-CALL BASIS (Ref. Table - 13):

Probably because the faults developed are only a few, generally TV Owners prefer the service on 'per call basis.'

T A B L E - 13

PREFERENCE BETWEEN SERVICE CONTRACT AND PER CALL BASIS

Region And Respondents Total		Service Contract	Per-call Basis	Un-decided
Delhi	106	18(17%)	14(14%)	74(70%)
Aligarh	46	11(24%)	21(46%)	14(30%)
Total	152	29(20%)	35(23%)	88(58%)

TABLE - 14

COMPARISON BETWEEN FOREIGN SETS (FS) AND INDIAN SETS(IS)

Region And Respondents	Total	FS'S Compare Favourable with FS'S	IS'S Do Not Compare Favourable with FS'S	No Idea
Delhi	109	33(30%)	16(15%)	60(55%)
Aligarh	54	8(15%)	28(52%)	18(33%)
Total	163	41(25%)	44(26%)	78(48%)

The TV Owners who enter into a 'service contract' do so, because the fault occurance in their case has been more often and they want to guard themselves against any extra expenditure that they might have to incur. A considerable proportion of them remain undecided principally because they have been covered by warranty. On the whole each of the two alternatives are chosen by most of the TV Owners.

COMPARISON BETWEEN FOREIGN SETS (FS'S) AND INDIAN SETS (IS'S):(REF. TABLE-14)

The age old myth about the inferiority of Indian goods or the tendency to establish the identity viz. unreliability equal to Indian goods, seems to have come to an end. Although one amongst every four rates the Indian TV sets as good as a foreign set (25%). A little more than this disagree with them (27%). Nearly 48% admit not to have seen many foreign sets, as to be able to form an opinion.

Those who rate the foreign sets superior, do perceive the servicing difficulties should a fault develop. Some foreign sets were heard to be in an unservicêable state due to almost non-availab ility of vital components.

T A B L E - 15

READER SHIP DATA

Region And Respon dents Total	Illus- -trated weekly	India Today	Femina/ Eve's Weekly	Film- Fare Star- Dust Star- Style	Reader's Digest	Time/ News Week	Busi- -ness Stan- dard	Dha- ram- Yug	Reg- ional Lan- guage	Other
Delhi 164	73	32	62	38	32	38	16	33	8	30
Aligarh 50	94	8	11	4	10	15	-	3	4	17
Total 214	97 (45%)	40 (19%)	73 (34%)	42 20%)	42 (20%)	53 (25%)	16 (77%)	36 (17%)	12 (6%)	47 (22%)

T A B L E - 16

MONTHLY HOUSEHOLD INCOME OF TV SET OWNERS

Region And Respondents	Total	Below 1000	1000- 1500	1500- 2000	2000- 2500	Above 2500
Delhi	153	4	56	62	15	16
Aligarh	57	3	5	18	14	17
Total	210	7(3%)	61(29%)	80(38%)	29(14%)	33(16%)

READERSHIP DATA (Ref. Table -15):

The readership pattern may prove to be helpful to the manufacturer in order to reach the tangent population. Nearly half of the TV users read Illustrated Weekly. Women's Magazines fall next in the popularity list. International news magazines such as Time & News-Week and Local Film magazines are also quite popular and take the third place. In general, a typical TV user is found to be conversant with the English language and a meagre proportion of the TV Owners are the readers of vernacular regional magazines (22%).

INCOME DISTRIBUTION (Ref. Table-16):

A typical TV User belongs to a household the monthly income of which falls in Rs.1500-Rs.2000 bracket. Those below Rs.1000/- form a negligible percent in the final tally and those above Rs. 2000/- cover about one third of TV Users population.

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IMPEDIMENTS AND LIMITATIONS

The obstacles that hindered, delayed and stalled the smooth progress of this study are classified on the basis of the task involved therein. They will be discussed here in a chronological order. The purpose of undertaking such an excercise was to expose the difficulties that one met with while pursu-ing a market research study. The knowledge of such difficulties well before they really come face to face, helps one in charting out ones own plan in order to avoid or to curtail the amount of delay involvedtherein. This is followed by a section on limitations, that any market research study inherently posesses.

I M P E D I M E N T S:

The initial part of the study was devoted to under-standing the objectives of the present market research projects and its implications. Later on a questionnaire was compiled incorporating therein the questions leading to accumulation of data about the elements in the objectives. This part of the study was relatively less affected through delays and detainments.

DURING THE FIELD WORK

This field work was undertaken in Delhi, Aligarh region. The respondents had to be sampled out from amongst TV Users and the prospective buyers. TV Users addresses were obtained from the various dealers in Delhi and to a lesser extent from Aligarh too. On the face of it, this appears to be an easy task, in real life however, the seemingly easier task becomes tougher and impossible to perform at times. The reason behind this is not far to seek. Besides doing the dealership business, some of the dealers organise an "after sales service". The lists of addresses in their register are used to establish the contacts to secure some 'service contracts' (whereby a dealer guarantees an uninterrupted performance of TV set after receiving payment of a fixed sum.). In the present days, organising servicing is a lucrative business attracting a large number of new entrants. This would explain the unwillingness on the part of dealers in parting with the customers addresses. On some occasions, the objective of the survey had to be exposed to convince the dealer that such an excercise would, in no way, hamper his business in future. On some other occasions the task had to be abandoned in the face of non-compliance of the dealers.

These addresses were pooled according to the area they belonged. The decision maker of the household had to be interviewed to get an authentic information about the preferences and motives. Reaching the household did not ensure a completed interview. Sometimes the knock on the door was answered by the ladies and children of the household. Under such circumstances, that interview call was abandoned and another time was fixed subsequently. In order to avoid making futile interview calls (when the interview could not get completed) the working hours were fixed for the evening. With the limited span of time available, a sacrifice of higher tally of interviews was made for the quality of each interview. Evening hours on Sunday could not realize many interviews because the interview invariably rambled on in the presence of once-in-a-week-movie broadcast. The respondents in Delhi were found to get distracted more than their counterparts in Aligarh. The language problem became more perceptible in certain localities of Delhi because the researcher was not conversant with the vernacular language Punjabi. The help of a volunteer interpreter was taken to cover a certain locality, to which he belonged. Generally speaking once the bread winner of the household (ostensib-ly the decision maker) was in sight, the interview progressed smoothly.

The interviews conducted were "direct type" and the task of leading the respondent into answering the questions (answers to which he would have refused to give otherwise) was thoroughly a challenging and satisfying excercise in attempting to understand how the human minds work. This market research study has exposed the researcher to the realities of situations, to the intricacies of conducting interviews and the multiplicities in which the collected data can be interpreted.

L I M I T A T I O N S

If the information needed does not exist in secondary sources e.g. sales ledgers etc., a survey or observational research method is likely to be called for. The survey method obtains informations by asking questions. Survey asking for opinions can also provide insight about why consumers make choices so important to sellers and what aretheir choices and preferences. Making a survey appears to be a simple matter. All one has to do to get the needed information or to ask questions, the procedure however, actually becomes very complicated.

First it must be determined what questions should be asked, a decision that introduces problems of communication. Then a sample test must be selected and this introduces all the statistical complication associated with reliability and validity of samples. Since it is possible that a number of interpretations can be made of the same survey findings, determining the most logical interpretation is not always easy.

Questions may not be clear, they may be too personal, they may be leading. They frequently ask for generalisations. There are various types of questions that violate rules of good questionnaire construction. It has been said that the perfect questionnaire has never been written, with the implication that a perfect questionnaire will never be written. It is impossible.

to avoid violating requirements of perfect communication. In addition, the questions are asked and answered by people and everyone is biased. The respondent is biased towards giving answers that will "make him look good" or that will please the interviewer. The interviewer, in turn cannot help introducing his own personal bias. Sometimes in the way the questions are asked, sometimes by voice inflections, sometimes in personal mannerism.

Personal interviews are frequently made under adverse conditions. The front door may be only partially opened. A ringing telephone may cause an aw-kward interruption. A baby or small child may demand some attention. An emergency may arise in the kitchen. The home-maker for one reason or the other may be anxious to complete the interview.

Any survey excercise carried out has its inherent limitations. The environment is in a constantly changing process. One would not expect the preferences and choice of an individual to remain unchanged over a length of time. The parameters of the financial, social, ecconomical ingredients of environment would change and make the findings of a survey out-dated and obsolete over a length of time. It has been found that in general (depending on the type of survey conducted). Survey findings of any market research study are discarded after a span of about a year. A fresh revision then becomes necessary.

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ANNEXURE - 1

BREAK-UP OF THE RESPONDENTS IN DELHI-ALIGARH REGIONS

Region	Respondent Tally	T.V.	Prospective Yes	Buyers No
Delhi	164	132	30	2
Aligarh	61	50	8	3
Total	225	182	38	5

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ANNEXURE - 2

QUESTIONNAIRE.

Q. 1 (a) Do you own any of the following? If "yes" please put a tick (✓) mark and indicate your priority in acquiring them.

	Ownership	Preference
Telephone	✓	
Refrigerator	✓	
Tape Recorder		
Stereo System	✓	
Car		
Scooter/Motor Cycle		
Air-conditioner		
Air-cooler	✓	
T.V.	✓	

(b) Do you own a T.V.? ✓ Yes/ No

(c) If yes what make is it? ....Sony..........

(d) What is the size of the screen? ......65 cm.......

(e) When did you buy the set? Month ......1981......

Year ....

(f) Reason for buying the particular brand:-

Low Price
Reputation of the brand/firm
Friends advice/dealers advice
Availability
Free after sales service
Clear picture

(g) Before purchasing your set, did you think of any the following brands:-

Telerad	Yes/No
Televista	Yes/No
Weston	Yes/No
ECTV	Yes/No
JKTV	Yes/No
Crown	Yes/No
Bigston	Yes/No
Standard	Yes/No
Any other	Sony, Philips, RCA, B&G, Binatone etc

None

(h) Awareness of "unique selling Propositions"(U.S.P.) in T.V. marketing how important are they in deciding the set.

Not important/ important / Don't know.

U.S.P. such as (i) All solid state,

(ii) Good sound

(iii) Modular Construction

(iv) Low power consumption

(v) Any other

Q. No. 2: At present an average set costs Rs.3,500/- would you prefer a smaller set at lower price to the one you have:

(a) 12" set for 2,000/- ⦚ all inclusive Yes/No
16" set for 2,500/- ⦚

(b) Wood finish
Plastic finish
Decolam finish

(c) Table version

T.V. on metallic/Wooden stand cabinet with doors and legs

Any other? Please mention.

(d) What accessories do you think are necessary?

Screen

Stand

Cabinet with door

Cabinet with legs

Cabinet with door and legs.

Q.No.3: If you were to recommend a set to your friend now, which would you recommend ....Sony, Philips....
Why?

Reputation of the brand/firm

Availability

After sales service

Performance

Q.No. 4: Servicing conditions:

(a) How long did the set give trouble free performance

Year............ Months.......... Week ....

(b) How soon are the faults rectified after first intimation ....

(c) The service rendered is by dealer/manufacturer.

(d) Which of the two would you prefer licenced servicemen/ manufacturer.

(e) What arrangement do you have for servicing

Service Contract / per call basis / undecided

(f) Which do you prefer. Service contract/per call basis.

(g) The Service so far has been

Prompt / delayed

Overcharged/ fairly charged

Unsatisfactory / satisfactory

(h) On an average how much do you spend on servicing per year?

Establish Rapport and go to Q.No. 10

FOR NON-T.V. USERS ONLY

Q.No. 5: Are you thinking of buying a T.V. Yes/ No
If yes:

(a) What make ?

Telerad/Televista/JKTV/ECTV/Weston/Crown/
Bigston/Standard/ any other

Reasons ....

Low Price

Reputation of the brand/firm
Reputation advice/dealers advice
Availability
Free after sales service
Clear picture

(b) What size

(c) What model:

Table model/with stand/ with doors/with legs/ any other

(d) What finish would you prefer

Wood finish

Plastic finish

Decolam finish ✓

Q.No.6. Opinions about quality and reception of programmes

Poor /FAIR/ GOOD ✓

Q.No.7: Are you aware of the U.S.P. in T.V. marketing

Yes/No

If you do not own a T.V.

Q.No.8: (a) What are the reasons for not buying a T.V.?

(i) Bad quality of programmes ✓

(ii) Bad quality of T.V. sets

(iii) Poor service conditions ✓

(iv) High price ✓

(v) Disturbs the childrens education ✓

(vi) Waste of time

(vii) Any other

Q.No.9: (a) Would you by a T.V. if ....

(i) 12" set is available for Rs.2,000/-	Yes/No
(ii) Service conditions improve	Yes/No
(iii) Quality of programmes improved	Yes/No
(iv) Quality of transmission is improved	Yes/No
(v) Prices are low	Yes/No

Q.No.10: How do you think an Indian set compares with a foreign set?

Favourably/unfavourably/No idea

Q.No.11: What is your profession Executive

Businessman/service/Doctor/Engineer/Lawyer/Other

Q.No.12: (a) Which of the following magazines do you read?

(i) Illustrated weekly ✓

(ii) India To-day ✓

(iii) Femina/Eve's Weekly ✗

(iv) Time/Newsweek ✓

(v) Filmfare/Standust/Star and Style ✓

(vi) Readers Digest ✓

(vii) Import/Business Standard ✓

(viii) Dhramyug

(ix) Regional Language Magazine

(x) Others

Q.No.13: How many members of your immediate family are income earners.

Q.No.14: Please indicate the appropriate bracket of your monthly household income:

Below 1,000/- 1,500/- 1,500-2,000/-

Above 2,000/- - 2,500/-

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